PORTRAIT OF AN AMERICAN CITY
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PITTSBURGH, PENNSYLVANIA
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NNCR: THE VOICE OF AMERICA PRESENTS "PORTRAIT OF AN AMERICAN CITY --- PITTSBURGH, PENNSYLVANIA.

NARR: THE ALLEGHENY RIVER RISES IN THE HILLY PLATEAU REGION OF POTTER COUNTY, PENNSYLVANIA. IT MAKES A QUICK NORTHERNLY DASH INTO NEW YORK STATE BEFORE WANDERING BACK INTO PENNSYLVANIA AND MEANDERING TOWARD THE SOUTHWEST. IT PASSES THE TOWNS OF TIONESTA AND OIL CITY, ALWAYS FOLLOWING THE OUTLINES OF THE STEEP HILLS AND VALLEYS THAT GUIDE ITS COURSE, UNTIL IN WESTERN PENNSYLVANIA IT MEETS THE NORTHWARD FLOWING MONONGAHELA RIVER. THERE, SEPARATED FOR A BRIEF INSTANT BY A TRIANGULAR-SHAPED PIECE OF LAND, THE WATERS OF THE ALLEGHENY AND MONONGAHELA FLOW TOGETHER TO BECOME THE OHIO RIVER. FOR UNCOUNTED YEARS ONLY THE INDIANS KNEW OF THAT LAND AND ITS THREE RIVERS. THEN, IN THE SEVENTEEN-HUNDREDS CAME THE EXPLORERS AND TRADERS, THE CRAFTSMEN, TRADESMEN AND ARTISANS WHO TRANSFORMED THAT LAND INTO THE CITY OF PITTSBURGH, PENNSYLVANIA.

TAPE: CUT ONE -- MUSIC, IN FULL, HOLD BRIEFLY, FADE UNDER AND OUT

NARR: THAT POINT OF LAND IS NOW CALLED THE "GOLDEN TRIANGLE," THE HEART OF DOWNTOWN PITTSBURGH AND INTERNATIONAL HEADQUARTERS OF TWENTY-THREE OF THE WORLD'S FIVE-HUNDRED LARGEST CORPORATIONS. FOR MANY LONG YEARS, HOWEVER, THE LAND WAS A BATTLE GROUND BETWEEN FRANCE AND ENGLAND. IN 1758, BRITISH TROOPS COMMANDED BY GENERAL JOHN FORBES CAPTURED THE FRENCH FORT DUQUESNE AT THE FORK OF THE THREE RIVERS. THE BRITISH RENAMED THE SITE, CALLING IT FORT PITT IN HONOR OF WILLIAM

NARR: (CONT'D) PITT, ENGLAND'S PRIME MINISTER OF THE TIME. BY THE LATE SEVENTEEN-HUNDREDS, PITTSBURGH WITH ITS THREE RIVERS WAS A TRADE CENTER AND THE LAST OUTPOST OF CIVILIZATION BEFORE THE DISTANT LANDS OF THE WEST. FOR PEOPLE BOUND FOR THE FA HORIZONS OF KENTUCKY, ILLINOIS OR MISSOURI, PITTSBURGH WAS THE LAST PLACE TO BUY A FLATBOAT TO TRAVEL THE OHIO RIVER, AND STOCK IT WITH DRYGOODS, FURNITURE AND FOOD FOR THE LONG JOURNEY. BUT IT WAS NOT FOR TRADE THAT THIS CITY OF HILLS AND VALLEYS EVENTUALLY BECAME FAMOUS...IT WAS FOR STEEL:

TAPE: CUT TWO -- RODERICK

"IF I HAD TO PICK A SINGLE REASON WHY THE STEEL INDUSTRY HAS CONTINUED TO, LET US SAY, THRIVE IN WESTERN PENNSYLVANIA, I WOULD HAVE TO SAY THAT IT PRIMARILY IS DUE TO THE LONG HISTORY OF OUR PEOPLE IN THIS REGION, THAT OVER THE YEARS HAVE WORKED VERY HARD TO ACHIEVE AN ATMOSPHERE THAT WOULD BE CONDUCIVE FOR THE COMPANIES STAYING IN WESTERN PENNSYLVANIA AND BEING PROFITABLE IN WESTERN PENNSYLVANIA. SO I THINK THE GREATEST ASSET WE HAVE, IN ADDITON TO THE NATURAL ADVANTAGES OF OUR RIVERS AND OUR NATURAL RESOURCES, IS REALLY OUR PEOPLE."

NARR: THAT IS DAVID RODERICK, PRESIDENT OF UNITED STATES STEEL, THIS COUNTRY'S LARGEST PRODUCER OF STEEL. PITTSBURGH IS HOME TO U.S. STEEL, AND TO MORE THAN ONE-FIFTH OF AMERICA'S STEEL MAKING CAPACITY. IRONICALLY, HOWEVER, IT WAS THE COAL FOUND IN THE HILLS AROUND THE CITY WHICH GUARANTEED THAT PITTSBURGH WOULD BE A STEEL CITY. IN THE LATE EIGHTEEN-HUNDRED, MINERS DISCOVERED IN MOUNT WASHINGTON (JUST ACROSS THE MONONGAHELA RIVER FROM THE GOLDEN TRIANGLE), WHAT WAS TO BECOME THE RICHEST SEAM OF COAL EVER DISCOVERED IN THE UNITED STATES. THAT HIDDEN TREASURE OF COAL EXTENDED THROUGH FOUR STATES, AND EARNED MOUNT WASHINGTON THE TITLE OF "OLD COAL HILL." THE COAL FROM MOUNT WASHINGTON, AND THE IRON ORE

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NARR: (CONT'D) SHIPPED IN TO THE MILLS, ASSURED PITTSBURGH OF BEING THE NATION'S LEADING STEEL AND IRON PRODUCER.

BUT THE NATURAL RESOURCES THAT GAVE SO MUCH TO THE CITY BROUGHT A TERRIBLE PENALTY. PITTSBURGH HAS HAD THE REPUTATION OF BEING THE "SMOKY CITY." CONDITIONS WERE SO BAD THAT IN THE LATE NINETEENTH CENTURY ONE JOURNALIST DESCRIBED THE CITY WITH ITS BELCHING SMOKESTACKS AND FIERY STEEL FURNACES AS "HELL WITH THE LID OFF." AND AS LITTLE AS FORTY YEARS AGO, THE CITY WAS STILL HIDDEN UNDER A MURKY CLOUD:

TAPE: CUT THREE -- WESTMAN

"A VISITOR TO PITTSBURGH WOULD HAVE SEEN A CITY THAT HAD ITS STREET LIGHTS ON IN THE MIDDLE OF THE DAY."

NARR: THIS IS JOHN WESTMAN OF THE ALLEGHENY COUNTY POLLUTION CONTROL AGENCY.

TAPE: CUT FOUR -- WESTMAN

"AT NOON-HOUR, THE CARS WOULD HAVE THEIR HEADLIGHTS ON AND THE STREETLIGHTS WOULD BE ON AND THE SKY WOULD BE BLACK. IT WAS LITERALLY BLACK...EVERYWHERE. THE BUILDINGS WERE BEING BLACKENED, THE STREETS WERE BEING BLACKENED. IF YOU HAD A WHITE SHIRT ON, YOU COULD ONLY WEAR IT FOR A DAY; THE COLLAR WOULD BE DIRTY AND YOUR SLEEVES WOULD BE DIRTY BY THE END OF THE DAY."

NARR: THE ENEMY THAT BROUGHT THIS NOONTIME DARKNESS WAS COAL.

ROGER WESTMAN EXPLAINS:

TAPE: CUT FIVE -- WESTMAN

"WESTERN PENNSYLVANIA IS RICH WITH COAL, AND THEY USED COAL FOR ANYTHING THEY COULD, INCLUDING HOME HEATING, (AND) HEATING THE BUSINESSES. ALL THE BUILDINGS IN DOWNTOWN PITTSBURGH WERE HEATED WITH COAL. AND THAT MUCH COAL IN AN AREA WITH THIS TYPE OF TOPOGRAPHY -- WHERE YOU HAVE GOT DEEP RIVER VALLEYS AND PEOPLE LIVING ON HILLSIDES AS WELL AS UP ON THE RIDGES ALONG THE RIVERS--IT IS JUST NOT VERY CONDUCIVE TO DISPERSING

TAPE: (CONT'D) AIR POLLUTANTS. SO YOU GOT A BUILDUP OF POLLUTION IN THE AIR AND IT WAS ABLE TO TURN THE SKIES BLACK."

NARR: SINCE THE END OF WORLD WAR TWO, PITTSBURGH HAS BEEN WORKING HARD TO IMPROVE CONDITIONS. AS PART OF WHAT HAS BEEN THE CALLED THE "PITTSBURGH RENAISSANCE" WHICH BEGAN IN 1947, SHACKS, OLD WAREHOUSES AND DECAYING TENEMENT BUILDINGS THAT CROWDED THE GOLDEN TRIANGLE AND ELSEWHERE HAVE BEEN REMOVED AND NEW STRUCTURES HAVE TAKEN THEIR PLACE. THE ALCOA ALUMINUM COMPANY BUILDING BUILT DURING THE EARLY NINETEEN-FIFTIES WAS THE FIRST SKYSCRAPER IN THIS COUNTRY TO USE ALUMINUM AS A CONSTRUCTION MATERIAL. THE SIXTY-FOUR STORY UNITED STATES STEEL BUILDING, SHEATHED IN A SPECIAL STEEL COATING THAT WEATHERS TO FORM ITS OWN PROTECTIVE LAYER, IS ANOTHER OF THE CONCRETE, GLASS AND STEEL BUILDINGS THAT SPROUTS IN DOWNTOWN PITTSBURGH.

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PITTSBURGH IS MOST PROUD, HOWEVER, OF CLEANSING ITS AIR AND OPENING THE BEAUTIFUL VISTAS OF THE CITY. IT ACCOMPLISHED THAT WITH TOUGH ORDINANCES WHICH OUTLAWED THE RESIDENTIAL BURNING OF COAL, AND FORCED THE LARGE INDUSTRIES, LIKE THE STEEL MANUFACTURERS, TO INSTALL AIR POLLUTION CONTROL EQUIPMENT ON THEIR FACTORIES. ACCORDING TO ROGER WESTMAN OF THE AIR POLLUTION CONTROL AGENCY:

TAPE: CUT SIX -- WESTMAN

"A GOOD EXAMPLE OF HOW MUCH WE HAVE CLEANED UP IN THE PAST IS THE NUMBER OF AIR POLLUTION EPISODES WE HAVE HAD. "EPISODES" ARE SHORT PERIODS OF TIME WHEN WE HAVE HIGH AIR POLLUTION. SO WE TAKE CURTAILMENT ACTIONS. WE ACTUALLY ASK INDUSTRY, OR TELL INDUSTRY, THAT THEY MUST CUTBACK TO PREVENT A FURTHER BUILDUP OF POLLUTION. IN 1973, THERE WERE TWELVE EPISODES IN DOWNTOWN PITTSBURGH; IN 1974 THAT NUMBER DROPPED TO NINE; AND IN 1975 THERE WAS ONE; AND THERE HAS NOT BEEN ONE IN DOWNTOWN PITTSBURGH SINCE THEN."

NARR: THE EFFORT TO CLEAN THE SKIES, SAYS ROBER WESTMAN, WAS OFTEN AN OPEN BATTLE WITH COMPANIES THAT REFUSED TO COOPERATE IN ENDING POLLUTION. FOR THEM, HE SAYS, THERE ARE FINES AND OPEN PUBLIC SCORN. THE GREAT MAJORITY OF BUSINESSES IN PITTSBURGH, HOWEVER, HAVE WILLINGLY COOPERATED IN IMPROVING THE ENVIRONMENT. DAVID RODERICK OF U.S. STEEL NOTES:

TAPE: CUT SEVEN -- RODERICK

"INDUSTRY, AND U.S. STEEL IN PARTICULAR BECAUSE OF MANY OF OUR VERY SUBSTANTIAL MILLS IN THIS AREA, HAS BEEN COMMITTED FOR TWENTY-FIVE TO THIRTY YEARS ON EACH NEW INSTALLATION WE PUT IN TO BRING IN THE LATEST TECHNOLOGY FROM AN ENVIRONMENTAL CONTROL POINT OF VIEW, WHETHER IT BE AIR OR WATER. AS A RESULT OF THAT, AND I MIGHT SAY HUNDREDS OF MILLIONS OF DOLLARS LATER, FROM AN ENVIRONMENTAL EXPENDITURE POINT OF VIEW, PITTSBURGH TODAY AS AN INDUSTRIAL CITY IS CONSIDERED A VERY CLEAN CITY."

NARR: PITTSBURGH HAS OFTEN BEEN A NATIONAL LEADER, SUCH AS DURING THE EIGHTEEN-SIXTIES WHEN ITS BLAST FURNACES AND FOUNDRIES EARNED IT THE NAME "ARSENAL OF THE NORTH" IN THE AMERICAN CIVIL WAR. THERE HAVE BEEN OTHER, PERHAPS LESS SPECTACULAR FIRSTS. IN 1957, FOR EXAMPLE, PITTSBURGH WAS THE FIRST U.S. CITY TO GENERATE ELECTRICITY BY ATOMIC POWER. AND ABOUT THAT SAME TIME IT ALSO BECAME HOME TO A NEW AND STRUGGLING ENDEAVOR...PUBLIC TELEVISION. IN THE EARLY NINETEEN-FIFTIES, PITTSBURGH'S WQED BECAME THE COUNTRY'S FIRST VIEWER-SUPPORTED TELEVISION STATION. ONE OF THE SHOWS PRODUCED AT THE STATION, AND ONE THAT HAS BEEN WIDELY POPULAR SINCE ITS VERY FIRST DAYS MORE THAN TWO DECADES AGO, IS A PROGRAM FOR CHILDREN CALLED "MISTER ROGERS' NEIGHBORHOOD." THE MAN OF THE TITLE IS FRED ROGERS, WHO LEFT NEW YORK TELEVISION TO RETURN TO HIS NATIVE PITTSBURGH, WITH THE IDEA OF PRODUCING QUALITY TELEVISION FOR CHILDREN. HIS PHILOSOPHY IS SIMPLE: BE A TRUSTED ADULT AND SHOW CHILDREN

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NARR: (CONT'D) THAT EACH ONE OF THEM-INDIVIDUALLY-IS SOMEONE SPECIAL.

DAVID NEWELL, PUBLIC RELATIONS DIRECTOR FOR THE PROGRAM

EXPLAINS:

TAPE: CUT EIGHT -- NEWELL

"WE DID AN OPERA ON TELEVISION, AN OPERA FOR CHILDREN. IT IS BASICALLY A TONGUE-IN-CHEEK VERSION OF AN OPERA, BUT WE GOT A COMPLETE LIBRETTO FROM A CHILD IN TEXAS, WHO WAS ABOUT SEVEN OR EIGHT. (HE) SENT US HIS MUSIC AND STORY LINE. IT WAS A VERY SIMPLE OPERA, BUT THE FACT IS THAT HE SENT IT. HE SAW THE PROGRAM AND THEN WENT OUT AND DID HIS OWN. THAT IS WHAT WE HOPE THE PROGRAM DOES, THAT IT DOES NOT JUST SATISFY A PASSIVE VIEWER AND JUST KEEPS THE CHILD OCCUPIED VIEWING AND THEN SWITCH TO SOMETHING ELSE. WE HOPE THAT THE WORK OF THE ROGRAM IS NOT DURING THE PROGRAM BUT AFTERWARDS."

NARR: WHY IS IT THAT A PROGRAM AS SUCCESSFUL AS "MISTER ROGERS' NEIGHBORHOOD," WITH A DAILY AUDIENCE OF PERHAPS TEN TO FIFTEEN-MILLION VIEWERS, IS PRODUCED IN PITTSBURGH AND NOT IN SUCH TELEVISION PRODUCTION CENTERS AS NEW YORK CITY OR HOLLYWOOD, CALIFORNIA? BASICALLY, SAYS DAVID NEWELL, PITTSBURGH SUITS THEIR LIFESTYLE OF RELAXED, INFORMAL CREATIVITY. HE SAYS THERE IS NONE OF THE FRANTIC HUSTLE AND HURRYING OF NEW YORK OR HOLLYWOOD, AND PITTSBURGH IS A MUCH LESS EXPENSIVE CITY IN WHICH TO LIVE AND WORK. IN SHORT, SAYS DAVID NEWELL, PITTSBURGH IS A LARGE SMALL-TOWN WITH A SLOWER AND MORE RELAXED PACE THAN IN MANY OTHER CITIES.

IT IS NOT JUST CHILDREN WHO RESPOND SO ENTHUSIASTICALLY TO THE TELEVISION PROGRAM. ADULTS ALSO SEND THEIR COMMENTS. ACCORDING TO DAVID NEWELL:

TAPE: CUT NINE -- NEWELL

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"WE GET A LOT OF LETTERS FROM ADULTS. NOT EVERY LETTER IS POSITIVE, BUT ONE LETTER I CAN THINK OF THAT WAS POSITIVE WAS FROM A DENTIST IN BOSTON, AND HE WAS A CHILD'S DENTIST AND WE DID A PROGRAM ON "MISTER ROGERS GOES TO THE DENTIST," AGAIN TO ALLEVIATE A FEAR OF GOING TO THE DENTIST. AND WE GOT A LETTER SAYING, "WHO IS THIS MISTER ROGERS? I DID NOT KNOW ABOUT MISTER ROGERS UNTIL ALL MY PATIENTS ONE DAY ALL OF A SUDDEN WERE NOT COMPLAINING ABOUT GOING TO THE DENTIST CHAIR." AND HE SAID TO HIMSELF, "WHO IS THIS MISTER ROGERS?" AND HE INVESTIGATED AND FOUND IT WAS A TELEVISION PROGRAM AND HE SENT A LETTER TO US SAYING "BRAVO, MISTER ROGERS, YOU ARE DOING A GREAT JOB. (IT) MAKES MY JOB A LOT EASIER."

NARR: PITTSBURGH IS A CITY OF NEIGHBORHOODS. IT IS A RELATIVELY LARGE CITY -- POPULATION ABOUT FIVE-HUNDRED-THIRTY-THOUSAND, AND TWENTY-FOURTH IN SIZE OF U.S. CITIES -- BUT ACCORDING TO DAVID NEWELL AND MANY OTHER PITTSBURH PEOPLE, IT HAS THE STRONG SENSE OF NEIGHBORHOODS THAT SO MANY OTHER LARGE CITIES LACK. TO THE EAST OF THE DOWNTOWN AREA, AND ABOUT FIFTEEN MINUTES AWAY BY AUTOMOBILE OR PUBLIC TRANSPORTATION, IS OAKLAND. STILL A PART OF THE CITY, IT IS PITTSBURGH'S EDUCATIONAL AND CULTURAL HEART. MANY OF THE CITY'S THREE MAJOR UNIVERSITIES AND FIVE COLLEGES, AND ART GALLERIES ARE LOCATED HERE. TOWERING ONE-HUNDRED-SIXTY-FIVE METERS OVER THE UNIVERSITY OF PITTSBURGH IN OAKLAND IS THE CITY'S LANDMARK OF GOTHIC ARCHITECTURE, THE CATHEDRAL OF LEARNING WITH ITS LECTURE ROOMS, ADMINISTRATIVE OFFICES, AND EIGHTEEN UNIQUE INTERNATIONAL CLASSROOMS DECORATED AND FURNISHED AS THEY MIGHT BE IN THE FOREIGN NATIONS. JUST ACROSS THE ALLEGHENY RIVER, TO THE NORTH, IS "OLD ALLEGHENY," THE RESIDENTIAL AND COMMERCIAL HEART OF THE CITY IN THE EIGHTEEN-HUNDREDS. IN OLD ALLEGHENY, AS IN MUCH OF PITTSBURGH, THERE IS A STRONG INTEREST IN HISTORIC PRESERVATION. WHILE OLD BUILDINGS HAVE BEEN TORN DOWN ALL

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NARR: (CONT'D) OVER THE CITY TO MAKE WAY FOR NEW, THERE IS A GROWING REALIZATION THAT MANY OF THE OLD WAYS ARE JUST AS VALID TODAY AS A CENTURY AGO. TAKE, FOR EXAMPLE, WHAT HAS HAPPENED ON MOUNT WASHINGTON ON THE SOUTH SIDE OF THE CITY JUST ACROSS THE MONONGAHELA RIVER. LYING LIKE SOME BROODING, ANCIENT GIANT, THE SLOPES OF MOUNT WASHINGTON BEGIN ALMOST AT THE BANK OF THE RIVER AND RISE STEEPLY UPWARD SEVERAL HUNDRED METERS. THIS IS THE HILLIEST SECTION OF PITTSBURGH, AND ROADS HERE SEEM TO GO EITHER STRAIGHT UP AND STRAIGHT DOWN, OR ELSE WANDER CRAZILY AROUND THE MOUNTAIN. LONG BEFORE THE LIBERTY AND FORT PITT TUNNELS BORED THROUGH THE MOUNTAIN, PEOPLE SOUGHT AN EASY WAY TO GET TO THEIR HOMES ON CARSON STREET, AT THE VERY TOP OF MOUNT WASHINGTON. THEY BORROWED AN IDEA FROM EUROPE AND USED A SERIES OF INCLINES, OR CABLE CARS, TO CRAWL UP AND DOWN THE STEEP SLOPES. AT ONE TIME THERE WERE SEVENTEEN, BUT WITH ELECTRIC-POWERED TROLLIES, AND ESPECIALLY AUTOMOBILES, THE INCLINES BECAME LESS POPULAR. ONE, THE DUQUESNE INCLINE, ENJOYED POPULARITY LONGER THAN SOME OF THE OTHERS BECAUSE IT SERVED THE RESIDENTS OF A HARD TO REACH NEIGHBORHOOD PERCHED HIGH OVER THE RIVER. BUT AFTER THE THANKSGIVING DAY HOLIDAY SEVERAL YEARS AGO, EARLY MORNING WORKERS FOUND THE INCLINE CLOSED.

TAPE: CUT TEN -- MILLER

"WHEN THE OWNERS WERE READY TO CLOSE IT BECAUSE IT NEEDED SOME EXPENSIVE REPAIRS THE PEOPLE IN THE COMMUNITY, REALLY ANXIOUS NOT TO LOSE THIS, GOT TOGETHER--(A) SORT OF SPONTANEOUS REACTION THING THAT I HAVE NEVER SEEN IN THIS COMMUNITY BEFORE AND I HAVE NOT SINCE. IT IS FIFTEEN YEARS NOW, AND THEY SAVED IT."

NARR: MEET RUTH MILLER, THE TREASURER, BOOKKEEPER, AND OCCASIONAL MECHANIC OF THE STILL RUNNING AND NOW PUBLICALLY-OWNED DUQUESNE INCLINE. HOW WAS THE INCLINE SAVED?

TAPE: CUT ELEVEN -- MILLER

"EVERYBODY DID WHAT HAD TO BE DONE. SOME PEOPLE GAVE THEIR SKILLS; OTHER PEOPLE SOLD SOUVENIR TICKETS; OTHER PEOPLE SOUGHT DONATIONS; SOME PEOPLE HAD CARD PARTIES AND CONTRIBUTED THE MONEY (FROM) THEM; SOME OF THE LITTLE BOYS IN THE NEIGHBORHOOD SIMPLY CUT WOOD FOR THE POT BELLY STOVE TO KEEP THE PLACE WARM IN THE WINTER. EVERYBODY DID SOMETHING AND IT WORKED."

NARR: AFTER MORE THAN A CENTURY THE DUQUESNE INCLINE STILL CARRIES WORKERS, TAKING THEM TO THE BOTTOM OF THE MOUNTAIN IN THE MORNING WHERE THEY BOARD BUSSES FOR THE SHORT RIDE INTO THE CITY, AND PICKING THEM UP AT NIGHT FOR THE TRIP BACK UP THE MOUNTAIN. ALL THIS FOR ONLY TWENTY-FIVE CENTS ONE WAY. DURING THE SUMMER MONTHS IT CARRIES TOURISTS--AS MANY AS THREE-THOUSAND A DAY--TO THE TOP OF MOUNT WASHINGTON TO SEE THE BEAUTY OF A NOW CLEAN PITTSBURGH, AND PERHAPS TO DINE IN ONE OF THE HALF-DOZEN RESTAURANTS THE HANG OVER THE EDGE OF THE MOUNTAIN.

TAPE: CUT TWELVE -- MUSIC, SNEAK IN, ESTABLISH AND HOLD, THEN FADE UNDER:

NARR: PITTSBURGH IS A CULTIVATED CITY, WITH A RENOWNED ORCHESTRA, THE PITTSBURGH SYMPHONY CONDUCTED BY ANDRE PREVIN. THERE IS SOMETHING ELSE WHICH IS UNIQUE TO PITTSBURGH'S CULTURAL LIFE AND THAT IS THE CARNEGIE INSTITUTE. ACCORDING TO ITS PRESIDENT JAMES WALTON...

TAPE: CUT THIRTEEN -- WALTON

"CARNEGIE INSTITUTE IS KIND OF THE ORIGINAL ONE-STOP CULTURAL SHOPPING (CENTER). THIS BUILDING IS ALMOST SIX HECTARES, AND IS A CENTER FOR CULTURE IN THE CITY OF PITTSBURGH. WE JUST KIND OF ARE A CENTER IN WESTERN PENNSYLVANIA REALLY, BECAUSE WE COVER AND REACH OUT TO ABOUT NINE COUNTIES, PLUS OHIO AND WEST VIRGINIA. FOR THE VISUAL ARTS AND THE SCIENCES, THIS IS THE CENTER. THERE IS REALLY NO OTHER MUSEUM IN THE AREA."

NARR: FOUNDED BY SCOTISH-BORN ANDREW CARNEGIE, WHOSE STEEL MAKING EMPIRE WAS THE START OF U.S. STEEL, THE INSTITUTE WAS HIS GIFT TO THE PEOPLE OF PITTSBURGH. INSIDE THE SOMBER, SOOT-DARKENED WALLS, THE CARNEGIE INSTITUTE IS ALIVE WITH THE SIGHTS AND SOUNDS OF A NATURAL HISTORY MUSEUM, A MUSEUM OF ART, THE CARNEGIE MUSIC HALL, AND LECTURE HALLS. IT IS, AS JAMES WALTON SAYS, A ONE-STOP PLACE FOR CULTURE. THE CARNEGIE INSTITUTE IS ENOURMOUSLY POPULAR IN PITTSBURGH, WELCOMING MORE THAN THREE-QUARTERS OF A MILLION VISITORS IN 1977, AND MAKING PEOPLE FEEL PART OF THE MUSEUM BY HAVING A ROSTER OF MORE THAN EIGHT-HUNDRED VOLUNTEERS. EACH YEAR, THE INSTITUTE SPONSORES THE THREE RIVERS ARTS FESTIVAL. AGAIN, JAMES WALTON:

TAPE: CUT FOURTEEN -- WALTON

"THE THREE RIVERS ARTS FESTIVAL JUST HAD ITS TWENTIETH YEAR. AND THIS WAS CONCEIVED BY THE MUSEUM OF ART AND A GROUP OF VOLUNTEERS AS AN OUTREACH PROGRAM TO TAKE ART OUT INTO THE CITY AND NOT JUST HAVE IT IN THE MUSEUM. THIS IS A COLLECTION OF LOCAL ART: ART FROM OUTSIDE, PAINTINGS, SCULPTURE, CRAFTS IS VERY BIG, AND ALSO THE PERFORMING ARTS, THE PITTSBURGH SYMPHONY PLAYS AN EVENING. IT IS IN A DOWNTOWN AREA, IN AN OFFICE BUILDING AREA; OFFICE WORKERS ENJOY IT DURING THE DAY, FAMILIES COME AT NIGHT AND ON THE WEEKENDS. IT IS A TEN-DAY PERIOD, DURING THE FIRST TEN DAYS OF JUNE, AND IS A VERY, VERY POPULAR EVENT."

NARR: NO LONGER IS PITTSBURGH THE SMOKEY CITY WITH THE DUST AND SMOKE OF THE STEEL MILLS. THE MILLS ARE STILL THERE, BUT ENVIRONMENTAL CONCERNS NOW PLACE STRICT AND ENFORCEABLE LIMITS ON SMOKE AND POLLUTION. THE DECAYING SLUMS OF THE DOWNTOWN ARE GONE AND IN THEIR PLACE ARE NEW APARTMENT AND OFFICE BUILDINGS. THE NEW SYMBOL OF PITTSBURGH IS NOT THE BLACKENED SKIES THAT WERE ONCE SO COMMON, BUT THE BREATH-TAKING VIEWS AND PANORAMAS OF THIS CITY OF HILLS, VALLEYS AND THREE RIVERS.

ANNCR: YOU HAVE BEEN LISTENING TO A VOICE OF AMERICA PORTRAIT OF PITTSBURGH, PENNSYLVANIA. YOUR NARRATOR WAS ----------. AND THIS IS ----------.

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